birst
an **Infor** company

Citrix Systems improves their processes with Birst

Utilizing Birst Business Analytics gave real-time supply and demand insights, which increased on-time delivery

With more than 130,000 global customers, 120 suppliers, a three-month product lifecycle, and two days or less delivery lead times, Citrix Systems needed to rapidly aggregate data across hundreds of unlike systems, while enabling unique node analysis. Citrix chose Birst to digitally network this data. Citrix now has global and near real-time visibility connecting, aggregating, and transforming data every seven minutes—managed by a single IT person. With a digital supply chain, Citrix can leapfrog competitors and achieve an industry-leading 5X increase in inventory turns and 99% on-time delivery.

CITRIX®

HEADQUARTERS
Fort Lauderdale, FL

OPERATING REVENUE
$3.2B

INDUSTRY
Manufacturing and software

EMPLOYEES
8,071

INFOR PRODUCT
Birst

WEB SITE
www.citrix.com

"We tried every BI tool under the sun, but they didn't work for a variety of reasons...Then we found Birst and knew it was the real deal."

Fred Tiso
VP of Worldwide Operations, Citrix

A leader in virtualization, networking, and cloud computing

Citrix Systems is a leading provider of virtualization, networking, and cloud computing solutions for more than 130,000 organizations worldwide. Founded in 1989, Citrix designs and develops software and hardware solutions that lower data center costs for a global customer base, including 99% of Fortune Global 500 enterprises.

At Citrix, Fred Tiso, VP of Worldwide Supply Chain, is responsible for sales and operations planning, order management, manufacturing, quality, materials, logistics, services supply chain, and engineering organizations. The cornerstone of the digital supply chain initiative was to provide real-time visibility into operational data for material planning, manufacturing, fulfillment, sales and post-sales support.

The data comes from over 400 sources, including multiple CRM and ERP systems. Key metrics were captured in over 150 spreadsheets, and by the time the team had wrangled all the spreadsheets for analysis, the data was out of date.

Aggregating data from multiple sources

With data from multiple systems of record across the value chain, Citrix needed an aggregator to view metrics holistically. Business decisions require that users have real-time (every seven minutes) supply and demand-matching information for analysis across changing hierarchies (customers, regions, suppliers). Birst, an Infor® company, demonstrated a model that aggregates data from multiple applications, contract

Business results and efficiencies

10%
Reliability up 10%

99%
On-time delivery exceeds 99%

5
Inventory turns increased fivefold

35%
Days in supply reduced by 35%

manufacturers, payment processing, and other sources to enable analysis across 120 suppliers and 130,000 customers.

On the back-end, Birst's Automated Data Refinement (ADR) tool automates the extraction, transformation, and refinement of data from multiple disparate sources to prepare it for analysis. On the front-end, Birst's Adaptive User Experience provides executive dashboards for KPIs and diagnostics, as well as detailed drill-down and ad hoc discovery for analysts.

"Birst was a game-changer for us. We went live in less than 90 days with very limited involvement from IT and plan to have 2,000 users up and running shortly."

Fred Tiso
VP of Worldwide Operations, Citrix

In addition to these capabilities, Birst stood out for its ease of implementation, maintenance, and data model manipulation.

All of which adds up to a very low TCO. In fact, Citrix has only one person maintaining the entire application. From a time-to-value perspective, the team went live in less than 90 days. Because Citrix is a SaaS cloud company, Birst's born-in-the-cloud modern architecture made it a natural fit.

Digitizing the entire supply chain

Using Birst, Tiso's team quickly digitized the entire supply chain, gaining real-time visibility into sales forecasts, bookings, backlog, shipments, inventory, material forecast, product reliability, and more. Birst enables Tiso's team with self-service access to order fulfilment information to make decisions on what to ship, where, and when.

"With Birst, we can see a problem before or as it happens, instead of a customer calling to tell us about it. We've achieved a more than 99% on-time delivery rate, and a fivefold increase in inventory turns that has lowered costs, increased profitability and improved our gross margins."

Fred Tiso
VP of Worldwide Operations, Citrix

Event-driven email alerts provide proactive notification of potential customer satisfaction issues, such as inventory levels and ontime delivery rates so that the team can act, instead of react. Additionally, Citrix provides external suppliers with access to Birst, so they can easily view forecasts and plan accordingly.

Birst Networked BI: Beyond centralized and de-centralized analytics

Given the complexity of its data model—over 200 spaces with 400 sources—integrating a new data source and changing a hierarchy could potentially be time consuming and difficult, particularly for updates across many spaces. With Birst's Networked BI architecture, Citrix can make changes to a single space (parent), then propagate these changes down to child spaces, eliminating the need to import data and model changes in multiple places.

Birst enables Citrix to organize its data so business users have seamless access to their spaces, despite the partitioning of the data on the back-end by processing timelines and security access. Executive dashboards from analytic-ready KPI data don't require rapid transformations and real-time updates, while complex data from operational sources inform, decisions the supply chain team makes every seven minutes. With Networked BI, the analysis and blending of external data sources doesn't pollute commonly accessed data.

Next, Tiso and his team plan to add Citrix customers to the self-service system. Giving customers access and visibility will allow for collaboration to resolve any issues. Citrix expects to reduce customer service calls by 50%, which will reduce the cost of support.

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